



Bring Home Happiness



**USHA SHRIRAM**

December 2023

# Brief Introduction



USHA SHRIRAM started its journey 40 years back. A team of project managers, engineers were recruited from top institutions including IITs with a basic goal of ensuring consistency in quality through exclusive vendors and setting up manufacturing facilities of world class standard.

The basic motto of the organization was to produce and procure products to compete with the best in the world. Through efforts of a team which worked sincerely and tirelessly towards achieving this goal, our products gained market shares in India and we were able to successfully export our products to Middle East, Africa, Sri Lanka and even to Australia.

The company was established in 1983. Its promoters were Dr.Charat Ram and Mr. N. R. Dongre. Dr.Charat Ram was an industrialist of eminent repute and scion of the erstwhile Shriram Group. Mr.Dongre was an IIT,Kharagpur alumni with vast experience in business management. The company is now managed by business professionals with vast experience in the field of manufacturing and marketing.

# Brief Introduction



Over the last 40 years, the company has introduced a vast range of products from Home & Institutional Lighting, all types of Furniture & Mattresses, Pressure Cookers & Cookware, Solar Products, Water & Air Purifiers, Luggage, Televisions & Accessories, Electrical Products such as Modular Switches, Wires & Cables, MCBs & Switchgear, Mobiles and CCTV Camera among others.

Brand USHA SHRIRAM is known for its quality and reliability and has built its reputation over decades through millions of satisfied customers.

# Our Brands



Our company has been using the Brand USHA/ USHA SHRIRAM for over 3 decades. The Brand represents the attributes of innovation and long-lasting quality, making the products real value for money, leading to tremendous customer satisfaction.

USHA is India's No. 1 domestic brand in Consumer Durables after Samsung & LG (brand equity), details are enclosed.

The Brand has consistently been declared among the top consumer durable Brands in the country. A survey done by Nielsen, places our Brand among the top 5 Brands in Water Purifiers, Lighting, and Cookware, furniture categories. Usha Shriram is among the popular Brands in electronic products like mobiles, TV, CCTV etc.

# Our Brands



Usha Shriram has a rich legacy, of backing its products with excellent after sales service, resulting in satisfied customers.

Usha Shriram has been voted as a Trusted Brand in Electric Wires Category in 2019 by the Reader's Digest. A copy of the certificate issued is enclosed.

The value of our brands is immense.

# Brand Equity Ratings (Last 5 years)



The brand **USHA** has been consistently among the top 5 Consumer Durable brands in India. During the last two years, it has been rated at No. 3. Only 2 foreign brands namely, Samsung & LG are above USHA. The last 5 years brand equity data is enclosed.

# Brand Equity Ratings (2014)

## BRANDEQUITY

THE ECONOMIC TIMES, OCTOBER 22-28, 2014 6

### AIRLINES

- 1 AIR INDIA
- 2 INDIGO
- 3 JET AIRWAYS
- 4 SPICEJET
- 5 EMIRATES

### APPAREL

- 1 RAYMOND
- 2 LEVI'S
- 3 PETER ENGLAND
- 4 LEE
- 5 SIYARAM'S
- 6 KILLER
- 7 PEPE JEANS
- 8 REID & TAYLOR
- 9 ARROW
- 10 VAN HEUSEN
- 11 JOHN PLAYERS
- 12 ALLEN SOLLY
- 13 KOUTONS
- 14 LOUIS PHILIPPE
- 15 SPYKAR

### AUTO FOUR WHEELERS

- 1 MARUTI
- 2 TATA MOTORS
- 3 HONDA CARS
- 4 TOYOTA
- 5 MAHINDRA CARS
- 6 HYUNDAI
- 7 FIAT
- 8 FORD
- 9 RENAULT
- 10 SKODA

### AUTO TWO WHEELERS

- 1 HONDA
- 2 HERO
- 3 BAJAJ MOTORCYCLES
- 4 TVS MOTORCYCLES

### COLD BEVERAGES

- 1 MAAZA
- 2 FROOTI
- 3 GLUCON-D
- 4 COCA-COLA
- 5 PEPSI
- 6 SPRITE
- 7 THUMS UP
- 8 SLICE
- 9 LIMCA
- 10 RASNA
- 11 7UP
- 12 MIRINDA
- 13 FANTA
- 14 REAL JUICE
- 15 AMUL KOOL
- 16 MOUNTAIN DEW
- 17 TROPICANA
- 18 TANG
- 19 MINUTE MAID
- 20 APPY

### CONSUMER DURABLES

- 1 SAMSUNG
- 2 LG
- 3 SONY
- 4 PHILIPS
- 5 WHIRLPOOL
- 6 VIDEOCON
- 7 GODREJ APPLIANCES
- 8 USHA
- 9 ONIDA
- 10 PANASONIC
- 11 TOSHIBA
- 12 VOLTAS
- 13 ORIENT FANS
- 14 BAJAJ APPLIANCES
- 15 HAIER

### DTH

- 1 TATA SKY

### HOT BEVERAGES

- 1 HORLICKS
- 2 COMPLAN
- 3 BOURNVITA
- 4 TATA TEA
- 5 BOOST
- 6 NESCAFE
- 7 TAJ MAHAL TEA
- 8 RED LABEL
- 9 BROOKE BOND TAAZA
- 10 BRU

### FABRIC CARE

- 1 SURF EXCEL
- 2 RIN
- 3 TIDE
- 4 ARIEL
- 5 WHEEL
- 6 NIRMA
- 7 UJALA
- 8 HENKO
- 9 FENA
- 10 ROBIN BLUE

### FOOD PRODUCTS

- 1 MAGGI
- 2 BRITANNIA
- 3 PARLE
- 4 TATA SALT
- 5 KURKURE
- 6 AMUL
- 7 LAY'S
- 8 SUNFEAST
- 9 AASHIRVAAD
- 10 KISSAN
- 11 BINGO
- 12 ANNAPURNA
- 13 HALDIRAM'S
- 14 MOTHER DAIRY
- 15 KWALITY WALL'S

### HAIR OILS

- 1 PARACHUTE
- 2 DABUR
- 3 HIMANI NAVRATNA
- 4 BAJAJ ALMOND DROP
- 5 KEO KARPIN

### HOUSEHOLD CARE

- 1 GOOD KNIGHT
- 2 FEVICOL
- 3 ALL OUT
- 4 VIM
- 5 HARPIC
- 6 MORTEIN
- 7 DOMEX
- 8 HIT
- 9 LIZOL
- 10 PRIL
- 11 GODREJ AER
- 12 JET
- 13 MR MUSCLE
- 14 SANIFRESH
- 15 AMBI PUR

### LAPTOPS

- 1 SAMSUNG
- 2 DELL
- 3 LG
- 4 HP
- 5 LENOVO
- 6 APPLE
- 7 SONY VAIO
- 8 HCL
- 9 ACER
- 10 TOSHIBA

### LIFE INSURANCE

- 1 LIC
- 2 SBI
- 3 ICICI PRUDENTIAL
- 4 RELIANCE
- 5 HDFC LIFE

### MOBILE HANDSETS

- 1 NOKIA
- 2 SAMSUNG MOBILE
- 3 LG
- 4 MICROMAX
- 5 BLACKBERRY
- 6 SONY XPERIA
- 7 MOTOROLA
- 8 SPICE
- 9 VIDEOCON
- 10 KARBONN
- 11 IPHONE
- 12 LAVA
- 13 HTC
- 14 MAXX
- 15 XOLO

### ORAL CARE

- 1 COLGATE
- 2 CLOSEUP
- 3 PEPSODENT
- 4 ORAL-B
- 5 VICCO VAJRADANTI

### OTC

- 1 MOOV
- 2 VICKS
- 3 ZANDU BALM
- 4 CROCIN
- 5 AMRUTANJAN BALM
- 6 IODEX
- 7 SARIDON
- 8 BOROLINE
- 9 D'COLD
- 10 HAJMOLA
- 11 ENO
- 12 DERMICOL
- 13 DISPRIN
- 14 ITCH GUARD
- 15 PUDIN HARA
- 16 BAND-AID



# Brand Equity Ratings (2015)



## BRAND EQUITY

THE ECONOMIC TIMES NOVEMBER 25-DECEMBER 01, 2015 6

# Where do They Stand?

TRUST BY CATEGORY: HOW BRANDS STACK UP IN THEIR RESPECTIVE TERRITORIES

### Airlines

- 1 Air India
- 2 Jet Airways
- 3 Indigo Airlines
- 4 Spicejet
- 5 GoAir



Recently discovered photos from Air India's bygone Flying Palace era in the 1970s show an actual bar in the top deck and walls decorated with images from Indian mythology and history. A far cry from the rather functional planes of today.

### Apparel

- 1 Raymond
- 2 Lee
- 3 Siyaram's
- 4 Peter England
- 5 Levi's
- 6 Killer
- 7 Pepe Jeans
- 8 Allen Solly
- 9 Van Heusen
- 10 Arrow

Raymond began life in 1925 as a woollen blankets manufacturer. In 1992, Nexus Equity created 'The Complete Man', not in the Frankenstein sense, of course.



### AUTO Four wheelers

- 1 Maruti
- 2 Tata Motors
- 3 Honda
- 4 Hyundai
- 5 Mahindra
- 6 Toyota
- 7 Ford
- 8 Fiat
- 9 Skoda
- 10 Renault

The car with the highest market share had a rather choked start. Way back in the late 70s, in its earliest form, it was touted to be the unaffordable brainwave of Sanjay Gandhi. It was partially owned by the government as recently as 2007.

The country's largest automobile company is a legend in the passenger car segment. Soccer icon Lionel Messi has been appointed as the global brand ambassador to change its passenger-vehicle's fortunes.



### AUTO Two wheelers

- 1 Hero
- 2 Honda

The 'Ham mein hai Hero' campaign came to light after Laxmi Saatchi & Saatchi's Praveen Kher-

### Consumer Durables

- 1 Samsung
- 2 Sony
- 3 LG
- 4 Usha
- 5 Philips
- 6 Whirlpool
- 7 Godrej Appliances
- 8 Videocon
- 9 Onida
- 10 Panasonic
- 11 Bajaj Appliances
- 12 Kelvinator
- 13 Orient Fans
- 14 Sansui
- 15 Voltas
- 16 Havells
- 17 Hitachi
- 18 Blue Star
- 19 TTK Prestige
- 20 IFB



The trio of Bollywood buddies - Prem Chopra, Ranjeet and Shashi Kapoor appeared in a commercial for Havells together.



### Ecommerce and services

- 1 Flipkart
- 2 Quikr
- 3 Olx
- 4 Snapdeal
- 5 Amazon
- 6 Yatra
- 7 Jabong
- 8 Myntra
- 9 Paytm
- 10 BookMyShow
- 11 Cleartrip
- 12 Freshkart

Tiger Global was the second VC fund to have invested in Flipkart after Accel India. Apparently, it could be called Flipkart's customer service number to speak to the Bangalore-based firm. Tiger Global has recently raised stake in the Bama's rural and ex-employer Amazon.com. Time for some cold calls from the other end, perhaps?

The employees of the online event and movie ticket booking site/app give discount coupons printed at the back of their business cards. The cards are out in the shape of

### Paints

- 1 Asian Paints
- 2 Nerolac Paints
- 3 Berger Paints
- 4 Dulux Paints

In 1934, RL Laxman created one of India's most iconic brand mascots. But the company still needed a name for him. In an early crowdsourced campaign, they ran a 'Give Me A Name' contest, with ₹500 as the prize. They received 47,000 entries. The winning entry was the name 'Gattu'.



### OTC

- 1 Glucon-D
- 2 Moov
- 3 Vicks
- 4 Eno
- 5 Zandu Balm
- 6 Iodex
- 7 Crocin
- 8 Nycil
- 9 Hajmola
- 10 Amrutnjan Balm
- 11 Disprin
- 12 Saridon
- 13 D'cold
- 14 Band-Aid
- 15 Boroline
- 16 Krack Cream
- 17 Itch Guard
- 18 Pudrin Hara
- 19 Volini
- 20 Strepsils

Enam's reacted to inadvertently being co-opted into pop culture by using the producers of Dabangg for the song 'Aunty Bashaam Aa!' which included the line 'Aunty Bashaam Aa!'. The story had a typical Bollywood happily ever after conclusion though, with Zandu setting out of court and recording a 35% growth in the quarter following the film.

If Zandu balm shied away from raunch, Amrutnjan embraced it wholeheartedly with its research campaign that featured risqué situations right out of seamy books sold outside railway stations and the seamy parts of the internet.



### Life Insurance

- 1 LIC
- 2 SBI Life
- 3 Reliance Life

### Edible Oils (Refined)

- 1 Saffola
- 2 Fortune
- 3 Sundrop
- 4 Ruchi Gold
- 5 Gemini



While it heads the leaderboard on oil, it's also a poster child for life beyond oil, having extended to oats and muesli.

### Footwear

- 1 Bata
- 2 Reebok
- 3 Action Shoes
- 4 Adidas
- 5 Liberty Shoes
- 6 Woodland
- 7 Nike
- 8 Puma



King Khan's long dance with Liberty shoes. The ad focused on SBC's feet and didn't have a single shot of his face.

### Hair Oils

- 1 Dabur Hair Oil
- 2 Parachute
- 3 Himani Navratna
- 4 Hair & Care
- 5 Bajaj Almond Drop
- 6 Nihar
- 7 Keo Karpin

### Foreign Banks

- 1 Citibank
- 2 HSBC
- 3 Standard Chartered

### Private Sector Banks

- 1 ICICI
- 2 Axis



# Brand Equity Ratings (2016)

## BRAND EQUITY

THE ECONOMIC TIMES JANUARY 25-31, 2017

4



### MAGGI'S COMEBACK RECIPE

The once ubiquitous noodle brand, after its share of trials, is back in reckoning. **BE** finds out the ingredients of the comeback

BY AMIT BAPNA  
MUMBAI

Back in 1983, an unknown brand called Maggi launched in India with an ad featuring a mother playing her kids with squiggly noodles, set to a memorable jingle. Years later, the brand custodians went back to the drawing board, pulled out jingle, a mom (this time Deepthi Naval) and her kids (now teenagers) finding the same joy once again. Explains Suresh Narayanan, chairman & managing director, Nestle India, "We were resurrecting a brand that had been declared clinically dead so we decided to bring back the memory of that setting and the song."

Trust was just one of the casualties of the infamous Maggi controversy of 2015, when the FSSAI claimed extraordinarily high quantities of lead in packs of the popular noodles. Emotions around the brand did a yo-yo - from outrage to longing and nostalgia as it got pulled off the store shelves. As per reports, Maggi ended up destroying 550 tonnes of stock across the country after a Supreme Court order. In the aftermath, Maggi resurfaced to a shocking 95 rank in



We were resurrecting a brand that had been declared clinically dead  
Suresh Narayanan  
Nestle India

rankings. In an equally remarkable comeback, it is at a respectable 25 this year. Says a jubilant Narayanan, "We were the most tested brand during this period. The single biggest challenge was to get credibility and trust back." As per Nielsen data, the brand has claimed market-share of 60% though it's still a long slog to where it was a couple of years back.

The relaunch was also a reboot: apart from more traditional variants there were new offerings like 'no onion no garlic' variant and Hotheads, a sub-brand with 4 flavours. The messaging combined the old and the new: traditional advertising with a greater degree of digital and social media engagement. As per Narayanan, advertising has played a key role in reclaiming trust. Praneesh Mishra, chairman & managing director, Brandsapaces



## MOST TRUSTED BRANDS

### CONSUMER DURABLES 2016 2015

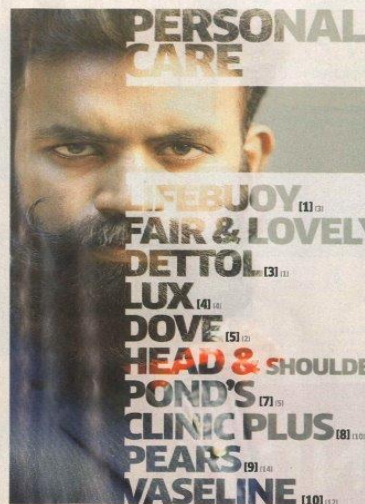
|    |           |    |
|----|-----------|----|
| 1  | Samsung   | 1  |
| 2  | LG        | 3  |
| 3  | Usha      | 4  |
| 4  | Sony      | 2  |
| 5  | Philips   | 5  |
| 6  | Prestige  | 19 |
| 7  | Videocon  | 8  |
| 8  | Whirlpool | 6  |
| 9  | Panasonic | 10 |
| 10 | Onida     | 9  |

### MOBILE HANDSETS / TABLETS 2016 2015

|    |             |    |
|----|-------------|----|
| 1  | Samsung     | 1  |
| 2  | LG          | 3  |
| 3  | Micromax    | 4  |
| 4  | Lenovo      | 12 |
| 5  | Sony Xperia | 7  |
| 6  | Lava        | 10 |
| 7  | iPhone/iPad | 8  |
| 8  | Motorola    | 5  |
| 9  | OPPO        | 16 |
| 10 | Intex       | 9  |

### AUTO FOUR WHEELERS 2016 2015

|   |             |   |
|---|-------------|---|
| 1 | Maruti      | 1 |
| 2 | Tata Motors | 2 |
| 3 | Honda       | 3 |
| 4 | Mahindra    | 5 |
| 5 | Toyota      | 6 |
| 6 | Hyundai     | 4 |
| 7 | Ford        | 7 |



FIGURES IN GREY REPRESENT 2015 MTR RANKINGS

### LIFE INSURANCE 2016 2015

|   |                    |    |
|---|--------------------|----|
| 1 | LIC                | 1  |
| 2 | SBI Life           | 2  |
| 3 | HDFC Life          | 6  |
| 4 | Reliance Life      | 3  |
| 5 | Bajaj Allianz Life | 7  |
| 6 | ICICI Pru Life     | 4  |
| 7 | Kotak Life         | 10 |

### FABRIC CARE 2016 2015

|    |             |    |
|----|-------------|----|
| 1  | Surf Excel  | 1  |
| 2  | Ariel       | 2  |
| 3  | Tide        | 4  |
| 4  | Rin         | 3  |
| 5  | Wheel       | 6  |
| 6  | Nirma       | 7  |
| 7  | Ujala       | 5  |
| 8  | Patanjali   | NE |
| 9  | Godrej Ezee | 9  |
| 10 | Ghari       | 11 |

### CHOCOLATES / CONFECTIONERY 2016 2015

|    |                       |    |
|----|-----------------------|----|
| 1  | Cadbury Dairy Milk    | 1  |
| 2  | Cadbury Choclairs     | 2  |
| 3  | KitKat                | 5  |
| 4  | 5 Star                | 6  |
| 5  | Munch                 | 9  |
| 6  | Center Fresh          | 7  |
| 7  | Nestle Milk Chocolate | 4  |
| 8  | Perk                  | 3  |
| 9  | Gems                  | 8  |
| 10 | Nestle Elclairs       | 10 |

### COLD BEVERAGES 2016 2015

|   |           |   |
|---|-----------|---|
| 1 | Maaza     | 1 |
| 2 | Pepsi     | 3 |
| 3 | Frooti    | 5 |
| 4 | Coca-Cola | 2 |
| 5 | Thums Up  | 4 |
| 6 | Sprite    | 8 |
| 7 | Limca     | 7 |



# Brand Equity Ratings (2017)



## BRAND EQUITY

THE ECONOMIC TIMES FEBRUARY 14-20, 2018

4

### PRODUCT BRANDS

2017 2016

|    |                           |    |
|----|---------------------------|----|
| 1  | Colgate                   | 1  |
| 2  | Lux                       | 7  |
| 3  | Lifebuoy                  | 3  |
| 4  | Dettol                    | 6  |
| 5  | Samsung Mobiles           | 2  |
| 6  | Parle Biscuits            | 46 |
| 7  | Britannia Biscuits        | 20 |
| 8  | Frooti                    | 19 |
| 9  | Samsung Consumer Durables | 23 |
| 10 | Rin                       | 42 |
| 11 | Clinic Plus               | 15 |
| 12 | Tata Salt                 | 5  |
| 13 | Maggi                     | 21 |
| 14 | Amul                      | 25 |
| 15 | Coca-Cola                 | 24 |
| 16 | Glucon-D                  | 28 |
| 17 | Fair & Lovely             | 4  |
| 18 | All Out                   | 27 |
| 19 | Kurkure                   | 29 |
| 20 | Horlicks                  | 11 |



### SERVICE BRANDS

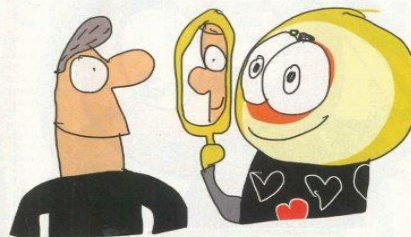
|   |                     |    |
|---|---------------------|----|
| 1 | Airtel              | 1  |
| 2 | Vodafone            | 3  |
| 3 | Idea                | 5  |
| 4 | State Bank Of India | 2  |
| 5 | Reliance Jio        | 10 |
| 6 | Big Bazaar          | 4  |

## MOST TRUSTED BRANDS

### CONSUMER DURABLES

2017 2016

|    |                   |    |
|----|-------------------|----|
| 1  | Samsung           | 1  |
| 2  | LG                | 2  |
| 3  | Usha              | 3  |
| 4  | Sony              | 4  |
| 5  | Prestige          | 6  |
| 6  | Phillips          | 5  |
| 7  | Videocon          | 7  |
| 8  | Whirlpool         | 8  |
| 9  | Godrej Appliances | 12 |
| 10 | Onida             | 10 |
| 11 | Panasonic         | 9  |
| 12 | Hawkins           | 11 |
| 13 | Bajaj Appliances  | 13 |
| 14 | Havells           | 15 |
| 15 | Voltas            | 17 |



### PERSONAL CARE

2017 2016

|    |                           |    |
|----|---------------------------|----|
| 1  | Lux                       | 4  |
| 2  | Lifebuoy                  | 1  |
| 3  | Dettol                    | 3  |
| 4  | Clinic plus               | 8  |
| 5  | Fair & Lovely             | 2  |
| 6  | Head & Shoulders          | 6  |
| 7  | Dove                      | 5  |
| 8  | Pond's                    | 7  |
| 9  | Sunsilk                   | 12 |
| 10 | Vaseline                  | 10 |
| 11 | Boroplus                  | 14 |
| 12 | Himalaya                  | 18 |
| 13 | Pantene                   | 15 |
| 14 | Johnson & Johnson         | 13 |
| 15 | Godrej No 1               | 22 |
| 16 | Patanjali (personal Care) | 16 |
| 17 | Godrej Hair Dye           | 23 |
| 18 | Santoor                   | 24 |
| 19 | Cinthal                   | 11 |
| 20 | Parachute                 | NE |
| 21 | Garnier                   | 17 |
| 22 | Pears                     | 9  |
| 23 | Lakme                     | 19 |
| 24 | Vicco Turmeric            | 21 |
| 25 | Nivea                     | 20 |

### CHOCOLATES \ CONFECTIONERY

2017 2016

|    |                       |    |
|----|-----------------------|----|
| 1  | Cadbury Dairy Milk    | 1  |
| 2  | Perk                  | 8  |
| 3  | Kit Kat               | 3  |
| 4  | Nestle Milk Chocolate | 7  |
| 5  | Nestle Eclairs        | 10 |
| 6  | Nestle Milky Bar      | NE |
| 7  | Munch                 | 5  |
| 8  | 5 Star                | 4  |
| 9  | Alpenliebe            | 13 |
| 10 | Polo Mint             | 20 |
| 11 | Halls                 | 16 |
| 12 | Mentos                | 11 |
| 13 | Center Fresh          | 6  |
| 14 | Candy Man             | 19 |
| 15 | Pulse                 | 26 |

### FABRIC CARE

2017 2016

|   |                 |    |
|---|-----------------|----|
| 1 | Rin             | 4  |
| 2 | Ujala           | 7  |
| 3 | Ariel           | 2  |
| 4 | Surf            | 1  |
| 5 | Nirma           | 6  |
| 6 | Tide            | 3  |
| 7 | Wheel           | 5  |
| 8 | Godrej Ezee     | 9  |
| 9 | Ghari Detergent | 10 |

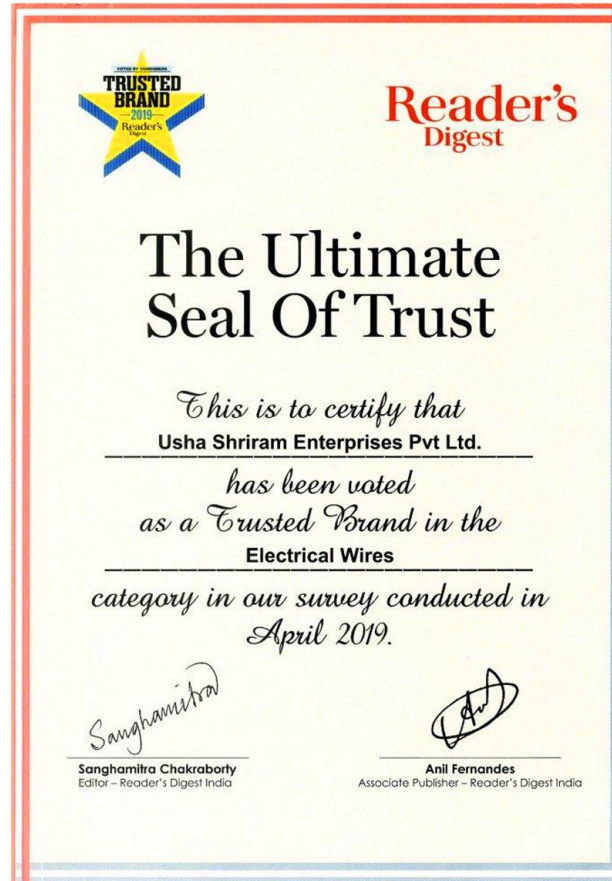
### COLD BEVERAGES

2017 2016

|   |           |   |
|---|-----------|---|
| 1 | Frooti    | 3 |
| 2 | Coca-Cola | 4 |
| 3 | Thums Up  | 5 |
| 4 | Pepsi     | 2 |
| 5 | Maaza     | 1 |
| 6 | Sprite    | 6 |



# Trusted Brand (Reader's Digest)



# Our Brand



EUROLEX was launched at the dawn of the new millennium. It symbolizes modernity, totally in sync with the forward looking 21st century attribute of vivacious, contemporary and youthful verve. Over the last 15 years the name EUROLEX has been used extensively along with "USHA and USHA SHRIRAM" for a spectrum of products. EUROLEX has also become a successful standalone Brand for Home Appliances and other products.

The success of EUROLEX can be gauged by the fact that when Home Appliances were launched independently under this Brand, it soon became the fastest growing Brand in the market. All products marketed under the Brand EUROLEX come with a distinct and attractive packaging. The company endeavours to provide the best product features in each category.

With the rich legacy of USHA SHRIRAM and the energy, drive and passion of EUROLEX, we are on a threshold of exponential growth in all our product range.

# USHA / USHA SHRIRAM Product Categories



## IPR's available with Company

| S. NO. | CATEGORY              | ITEMS   |
|--------|-----------------------|---|
| 1      | LIGHTING              | LED LAMPS<br>LIGHTING FIXTURES<br>STREET LIGHTING<br>OFFICE LIGHTING  |
| 2      | HIGH VALUE APPLIANCES | WATER PURIFIERS<br>AIR PURIFIERS<br>VACUUM CLEANERS   |
| 3      | COOKWARE              | PRESSURE COOKERS<br>COOKWARES   |
| 4      | ELECTRONICS           | TELEVISIONS<br>MOBILES & ACCESSORIES<br>CCTV CAMERAS<br>RADIO, MUSIC SYSTEMS<br>COMPUTERS, ACCESSORIES & CALCULATORS<br>PRINTERS,CARTRIDGES |



# USHA / USHA SHRIRAM Product Categories



## IPR's available with Company

| S. NO. | CATEGORY                           | ITEMS   |
|--------|------------------------------------|---|
| 5      | <b>FURNITURE &amp; ACCESSORIES</b> | HOME<br>OFFICE<br>SCHOOLS<br>INSTITUTIONS<br>MATTRESSES<br>BED LINEN, COVRES<br>ARTICLES OF INTERIOR DECORATION |
| 6      | <b>FMCG</b>                        | TOOTHPASTE, SHAMPOO, CREAMS<br>FACE MASKS<br>MOSQUITO REPELLANT<br>INDUSTRIAL GLOVES                            |
| 7      | <b>HOME CONSTRUCTION</b>           | WIRES & CABLES<br>CIRCUIT BREAKERS (MCB's)  |

# USHA / USHA SHRIRAM Product Categories

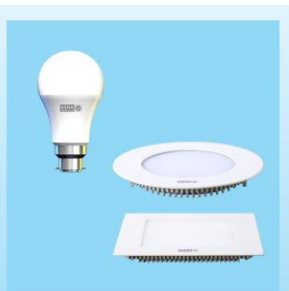


## IPR's available with Company

| S. NO. | CATEGORY     | ITEMS                                |
|--------|--------------|--------------------------------------|
| 8      | LUGGAGE      | SOFT & HARD LUGGAGE                  |
| 9      | SOLAR ENERGY | PANELS, BATTERY, SOLAR STREET LIGHTS |

**EUROLEX brand is available for all categories including FANS & APPLIANCES.**

# The Product Universe



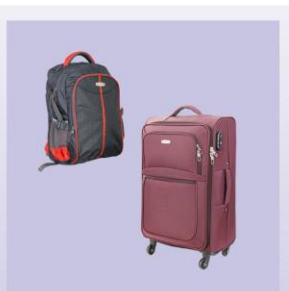
LIGHTING



COOKWARE



PRESSURE  
COOKERS



LUGGAGE



WATER AND  
AIR PURIFIERS

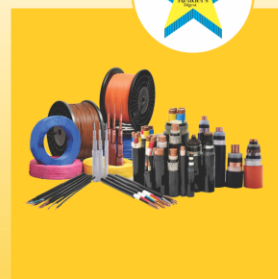


STAINLESS STEEL  
KITCHENWARE

# The Product Universe



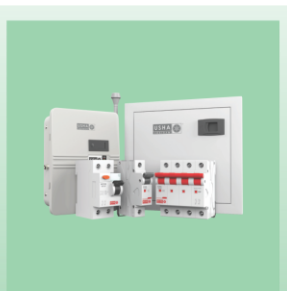
SOLAR  
PRODUCTS



WIRES AND  
CABLES



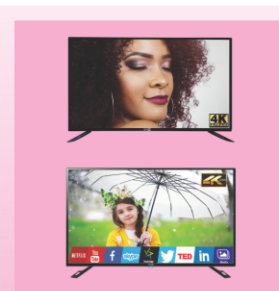
PIPES AND  
ACCESSORIES



MCB's AND  
SWITCHGEAR

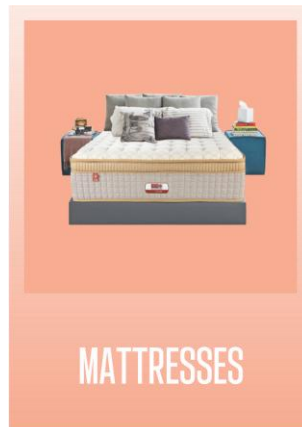


MODULAR  
SWITCHES



TELEVISIONS

# The Product Universe





# Company Philosophy & Core Strengths



Bring Home Happiness

- Constant improvement and striving for the best to keep ahead of the competition
- Developing innovative products based on consumer research
- Focusing on customer satisfaction and delight through highest standard of quality & service

**Usha Shriram** is known for its quality and reliability and has built its reputation over three decades.

# Our Core Strengths



- **Brand**
- **Distribution Network**
- **Product Design & development**
- **Quality Systems & Vendor Development**
- **After Sales Service**

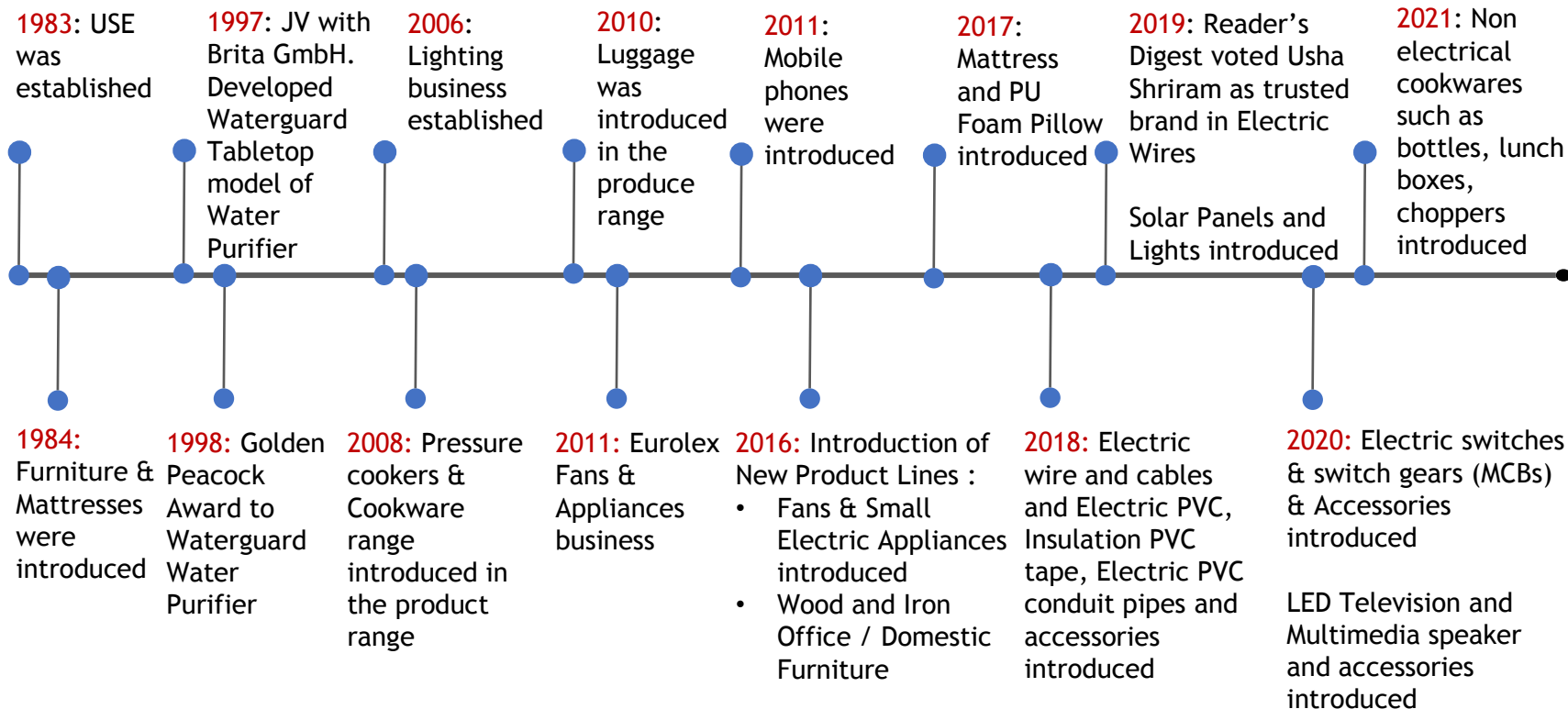
# Our Core Strengths



**We control all aspects of manufacturing such as :**

- Market Research
- Product Design and Development / Packaging Design
- Mold / Dies Manufacturing
- Quality Control
- Logistics
- Systems and procedures for new vendor approval, product approval, component approval, quality control etc.
- Pricing

# Key Milestones Achieved



# Deep & Wide Distribution Network in India

## Distributors

- Number of distributors in East are around 20 with a reach to 500 retailers. In North, there are around 10 distributors with a reach to 200 retailers
- Currently selling only lighting products through distribution channel
- Currently have one franchisee store each at Noida and M.G. Road for Furniture

## Canteen Stores Department (CSD) business

- Supplying to CSD for last many years
- Products approved: LED bulbs (9 SKU's), Pressure Cookers (7 SKU's), Luggage (3 SKU's), Water Heaters (5 SKU's), RO Water Purifier (1 SKU), Ceiling Fan (1 SKU), Facemask (1 SKU)

## Central Police Canteens (CPC) business

- Recently got approved as a supplier to CPC. Currently over 60 SKUs are approved



# Wide After Sales Service Network



- Covered all corners of India with servicing in Shillong in East, Rajkot in West, Srinagar in North and Kochi in South
- Over 150 service center are located across India

# Online Presence



Company products are being extensively sold through online platforms like Flipkart, Amazon. We have over 100 products listed. The sales are happening through our licensee GlobalBees and others.

To see the product listing, please visit the Usha Shriram Store on Amazon.

# Brief review of financials and growth potential



Our operations were adversely affected due to external factors including launch of subsidized LED bulbs by Government of India followed by disruption due to demonetization, GST and two years of Covid19. This resulted in serious cash flow problems and the company could not achieve its full potential of growth.

## **Outlook**

Looking at the strength of the brand, Pan India awareness and huge market size including growing middle class, we can achieve high growth in a short time.

A measure of the success can be seen from the fact that our licensees are doing well because of the strength of our brand name.

# Brief review of financials and growth potential



Broadly we can plan our expansion in the following categories:

## **Civil / Retail Market**

In the past we have successfully sold lighting products and cookware in the civil market. These categories represent a market size of Rs. 35,000 Cr and Rs. 12,500 Cr respectively. We need to re-launch both these product categories. In lighting the competition is from Havells, Polycab, Orient, Syska, etc. and in Cookware from Hawkins and Prestige. With USHA brand, we can make quick inroads and reach turnover of Rs. 150 Cr in two years time.

## **Canteen Stores Department (CSD)**

We have 30 SKUs approved in this segment and the company has a very successful track record. During last few years, we have lost lot of orders due to non-execution due to shortage of funds. We can reach a turnover of Rs. 40 Cr. with a net contribution after all expenses of Rs. 12 Cr. in two years time. Further there is a potential to grow this category to Rs. 100 Cr. within next five years.

# Brief review of financials and growth potential



## Licensing Business

In this current financial year, our licensees are expected to do a turnover of Rs. 150 Cr. giving us a royalty of Rs. 4.50 to 5.00 Cr. The license business is growing very fast and will touch Rs. 250 Cr. in next two years time.

## Online sales

This is a very fast growing segment. We launched our sales in Feb./March 2023 through GlobalBees, one of the leading players in this segment. We have already reached a level of Rs. 75 lacs right now. This figure would be min. Rs. 2 Cr a month in the next financial year. Almost 100 SKUs under USHA SHRIRAM brand are already available on Amazon and Flipkart Platform.

**Given a proper cash flow support / inputs the company turnover can exceed Rs. 400 Cr. in two years time.**

**Thank You**